

Just For Instance...



Very young children may not take time to labor with their reading but they can tell you the names of leading commercial products!

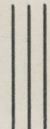
Yes, sir . . . they "heard it on the radio!"

And, in this territory, most likely it WAS . . .

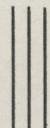


K F H

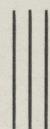
Wichita Can Expect



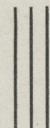
a 26% gain in Retail Sales and Service Receipts in January, 1943, as compared with same period last year . . . a gain of many millions of dollars.



K F H



continues to be a favorite medium for reaching . . . AND REGULARLY . . . the very buyers who are going to make this 26% gain



.. A Realization! ..

KFH Program Director

VERNON REED



... who finds the time and place for every type
of broadcast . . .

You don't do business

. . . with a radio station because of its "call letters," no matter how well known they are to you.

You deal with the PERSONALITIES associated with the station. And so, in thinking of KFH—Wichita, you recall to mind a group of well known business men, salesmen, engineers, office and talent personnel—a group that naturally includes Vernon Reed, an integral part of KFH since 1929.

Vernon Reed . . . program director, production specialist and a popular "point of contact" . . . is one of the personalities helping to maintain KFH as a favorite with listeners throughout the Southwest.